



Course: Typography I Course Number: GR10210 A  
Instructor: Assistant Professor Christine Shanks  
Day/Time: Tuesday 6-10pm FALL 2014  
Prerequisites: GR10120 – Fundamentals of Design  
Building: 1622 Chestnut Room: Main 404  
Website: <http://www.shanks-creative-education.com/>  
Email Address: [cshanks@aii.edu](mailto:cshanks@aii.edu)  
Any email must contain your name, class name, class meeting day and time.

Email me with questions and concerns! I am easy to get in contact with.

-Emails are answered during office hours times.

-The privilege of email contact can not be used in lieu of seeing me in class with work.

-If you missed a class it is YOUR RESPONSIBILITY, not mine, to look at the syllabus and/or ask another student and get caught up.

-Do not contact me w/ excuses or questions clearly answered by the syllabus or assignment sheets such as due dates, late policy, etc.

-Questions about grades can be answered in class.

Contact Hours: 4 Per Week  
Instructional Contact Hours: Lecture: 22 Hrs Lab: 22 Hrs  
Academic Credits: 3 Hrs  
Course Length: 11 Weeks  
Office Hours: <http://www.shanks-creative-education.com/office-hours.html>

**Office Hours: It is best to email me a day before for appointment**

Location varies: 3<sup>rd</sup> Floor Office or my classroom/s for the day

**Tuesday & Wednesday 12-1 and 5-6**

Office full-time faculty cubicle on 3<sup>rd</sup> floor of Main 1622 building near back.

#### **Course Description:**

Beginning with an introduction to the history of letterforms and the function of typography, this course will also examine the construction and aesthetic application of typographic text and headline display applicable for various media. Typographical principals will be introduced as an essential element of design for creating effective communication. Emphasis will be placed on the appropriate and effective use, treatment and application of type in a variety of formats.

#### **Institutional Learning Objectives**

- Integrate creative discipline-specific knowledge, skills and abilities to obtain entry-level employment in chosen field.
- Use critical thinking in creative and innovative problem solving and decision- making.

- Apply quantitative reasoning to solve problems.

### **Program Objectives**

- Demonstrate craftsmanship
- Demonstrate the principles and effective use of typography
- Select and use design terminology according to industry standards
- Demonstrate a working knowledge of the essentials of good design, incorporating color, layout, white space, and typography
- Synthesize information from diverse sources for project purposes

### **Competencies/Learning Objectives:**

Upon successful completion of this course the student should be able to:

1. Demonstrate proficiency in the use of typography as a key element in communication design.
2. Recommend and apply creative and appropriate typographic solutions to design problems based on historical models, contemporary trends, and current technology.
3. Draw on historical knowledge and cultural associations in the selection of appropriate typography as aesthetic enhancement in communication design.
4. Modify typographic elements to best suit specific communication objectives and information delivery systems.
5. Demonstrate an understanding of the principles of type terminology and anatomy.
6. Understand and demonstrate proficiency in using basic type formats, units of measure, leading, kerning, text columns and the indication of type.
7. Recognize and distinguish between the classification of typographic font families and styles.
8. Demonstrate the principles of readability and legibility through the proper selection and treatment of typography.
9. Apply variation to type attributes to produce expressive headline typography.
10. Apply type hierarchy to the organization of text elements and grid structures to organize type for successful layouts.
11. Demonstrate basic proficiency in both layout and illustration software, working and importing in digital formats.

**Required Text:** *Thinking with Type, 2nd revised and expanded edition: A Critical Guide for Designers, Writers, Editors, & Students (Design Briefs)* [Ellen Lupton](#)

**Technology Needed:** Computer lab, Basic intro to: Adobe Illustrator, Adobe InDesign, access to printer (Service bureau) Back-up media (USB or harddrive)

### **Instructional Materials and References:**

Check all hyperlinks on [website](#) for additional details and supplemental materials.

Budget for color print output.

11" x 14" Marker Pad & Tracing Paper, Bristol Board, Masking Tape, T- square. Pencils, Calligraphy Pen/Marker, Ink, Black Mounting Board

**Teaching Strategies:**

Lecture beginning of each class, studio work and in-class assignments. This course will be taught from the following perspectives to give as much probability to the learning experience as possible - lecture, demonstration, reading, and hands-on assignments.

\*\*\*Students are expected to participate in the learning process by being responsible for their education. This includes managing time, reading assignments and syllabi, utilizing tutoring, using the library for research, and behaving in a professional manner.\*\*\*

I also have a website and facebook as course companions:

<http://www.shanks-creative-education.com/> **COURSE WEBSITE** (this is the best place for resources and class info)

<http://www.facebook.com/group.php?gid=137057274721&ref=nf> **Facebook student companion**

**BOOK RESOURCE!!!!** <http://www.thinkingwithtype.com/>

**Requirements for Successful Completion / Attendance/ POLICIES:**

*Read the Class policies, which are strictly followed* <http://www.shanks-creative-education.com/course-policies.html>

**Additions to Attendance Policy:** The Art Institute of Philadelphia expects students to attend all scheduled meetings of each course. Additionally, lateness will be calculated in fifteen (15) minute increments.

**Students arriving 60 minutes or more late for class will be marked absent** for the entire session and may be refused entry to the class. Faculty members may use discretion in cases with serious extenuating circumstances, but there are no officially sanctioned "excused" absences for illness. If you miss an exam or classwork due to reasonable absence, and have contacted me via email in a timely manner, you MAY have an opportunity to make up partial points missed, but do NOT skip a class because of being unprepared.

**Backup Work:** Be careful to save all projects, files and backup your files. If you loose your files before the final due date you will not pass the course. See attached Attendance policy. Updates and projects outlined on the class website. Check website and school email regularly for updates.

**Instructor Availability Outside of Class:** [Office Hours and location posted on website](#)

**Date of Final Review:** Week 11

**Estimated Homework Hours:** 22      **Estimated Technology Hours:** 22

Topical Outline of the Course: SEE WEBSITE FOR WEEKLY OUTLINE!!!!!! The below is not as accurate as it can not be updated, it is just a general guide <http://www.shanks-creative-education.com/type-1.html>

Week 1: Review Syllabus and Policies  
Typography Introduction  
Movies: [Typomania by Erik Spiekerman](#) and [To a "T" CBS Segment](#)

**Class Activity:** *Hello, My Name is.....*

Type is used for communication. Type is expressive. Type is shape and line. Typography is FUN! Typography distinguishes [graphic designers](#). They specialize in type!

Typography is - the work of producing printed pages from written material, the style, arrangement, or appearance of printed letters on a page

[Diane Zatz's wonderful website](#), great resource!

**Homework: HAVE FUN AND EXPERIMENT**

- Read pages 10-35, [BUY BOOK](#)
- Complete **In-class Activity Expressive Type & Personal Name Badge**  
(see pdfs)
- Create a **word out of found materials**. Photograph for review.
- **Found alphabet sequence of 3 letters**. Do not alter the object! Photograph for review.

Week 2:

Anatomy of Type Lecture:

<http://www.youtube.com/watch?v=UPCldtrDagc>

<http://www.youtube.com/watch?v=EraUJVF5FXQ>

- <https://www.fontshop.com/glossary/>
- <http://www.thinkingwithtype.com/contents/letter/#Anatomy>
- <http://martinsilvertant.deviantart.com/art/Typography-Series-01-Anatomy-of-typography-329617642>
- <https://playtype.com/index.php?q=about/typefaces/glossary>
- <http://www.typographydeconstructed.com/category/anatomy-of-type/>
- <http://font.is/wallpaper/FontAnatomyWallpaper1920x1200.jpg>

Hand in Homework Exercises to Ecompanion

Exercises:

Draw Letters exercise until the letters look perfect. No tracing. You can use a ruler.

Anatomy Exercise:

In Word:

1. Create a landscape word document with .5 inch left & right margins
2. Type these two words *Typography* & *Horsefly*
3. Make them 120pnts
4. Make them a light gray
5. Apply these fonts Palatino to (*Typography*) and *Baskerville Italic* to (*Horsefly*)
6. Using the Shape tool create 2 lines
7. Double click each line and apply a weight of ¼
8. Make each line Black
9. Remove the drop shadow from each line
10. Make one line a dotted line
11. Using the Type Specimen examples apply 2 solid lines to the Cap Height and Baseline
12. Using the Type Specimen examples apply a dotted line to the Acender, Descender and X-Height areas
13. Print your sheets a couple times
14. By hand on the print using a fine tip marker or pen in a visible color like **RED** highlight the area of type you are going to identify
15. Then draw a line away from the word and add the name of the anatomy see this example  
<http://www.thinkingwithtype.com/contents/letter/#Anatomy>
16. Add all Type anatomy that applies, use the links in the lecture area above for help

**Homework:**

- Complete these 2 exercises
- Complete the Choosing Exercise in Word
- Buy a Speedball 3.0 B Elegant Writer Marker Pen or Calligraphy Pen Type C Broad with ink
- Read pages 36-39

Week 3: Classification, Calligraphy  
Homework: pick a saying for next week.  
<http://practicaltypography.com/typography-in-ten-minutes.html>  
<http://www.youtube.com/watch?v=tWFWJGA7qrc>

Calligraphy demo  
<http://www.calligraphycentre.com/demopage.html>  
Calligraphy Practice  
<http://cmcgavren.home.sprynet.com/chiselpt.html>

Other Interesting Calligraphy links:

- [CYNSCRIBE Calligraphy Directory](#)
- [Calligraphy Centre](#)
- [Ambigram Master: John Langdon](#)
- [Online Calligraphy Tutorial](#)
- [Watch John Stevens at work](#)
- [Hand-lettered logos: Holly Dickens](#)

Read pages

Week 4: History of Type  
Printing and Lettercarver videos  
[http://www.typeculture.com/academic\\_resource/movies/](http://www.typeculture.com/academic_resource/movies/)

Midterm Review

Week 5: Exam  
Intro to Illustrator, Expressive Words

Week 6: HOLIDAY NO CLASS  
Week 7: Expressive Words

Week 8: *Hierarchy and Grids. Withdraw Deadline*  
*Album Art*

Week 9: Open Lab

Week 10: Open Lab  
Exam Review

Week 11: FINAL EXAM Evaluations, professional presentation

!!!! Work with spelling & grammar errors and/or poor craftsmanship will not be accepted for a passing grade !!!!!

(subject to change)

Weekly Assignments are on <http://www.shanks-creative-education.com/type-1.html>

**Assignment Breakdown: (see complete checklist below)**

Final grades will be determined by:

<b>In class exercises ( )</b>	24%
<b>Homework Assignments</b>	24%
<b>Mid-term Project: Calligraphy</b>	10%
<b>Final Project: Album Cover</b>	10%
<b>Mid-term &amp; Quizzes</b>	10%
<b>Final Exam</b>	22%
	<b>100%</b>

**Method of Evaluation:**

Grades will be calculated on the following percentages (%):

A	95 - 100	C	74 - 77
A -	91 - 95	C -	71 - 73
B +	88 - 90	D+	68 - 70
B	84 - 87	D	64 - 67
B -	81 - 83	D -	61 - 63
C +	78 - 80	F	60 & below

**Accommodations:** The Art Institute of Philadelphia provides accommodations to qualified students with disabilities. The Disability Services office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at The Art Institute of Philadelphia.

Students who seek reasonable accommodations should notify the Disabilities Services Coordinator, Eileen Alexander, at 215-405-6424 or via email at [epalexander@aii.edu](mailto:epalexander@aii.edu) of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Disability Services Coordinator to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact the Eileen Alexander in Room 346 telephone number 215-405-6424.

Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

**The Art Institute of Philadelphia Academic Integrity Policy**

The Art Institute of Philadelphia recognizes that any form or degree of academic dishonesty challenges the principles of truth and honesty which are among the cornerstones of the college. Consequently, the college treats academic dishonesty as a serious violation of academic trust. All students found to have engaged in such behavior will be penalized.

Acts of academic dishonesty include but are not limited to the following:

1. The illegitimate use of materials in any form during a quiz or examination.
2. Copying answers from the quiz and/or examination of another student.
3. Plagiarizing or falsifying materials or information used in the completion of any assignment.

4. Obtaining or otherwise improperly securing an examination paper prior to the time and date for the administration of the examination.
5. It is presumed that material submitted by a student for an assignment is original to that assignment and therefore submitting the same work for more than one course without the consent of the instructors of each course in which the work is submitted is considered dishonest.
6. Intentionally interfering with any student's scholastic work, for example, by damaging or stealing their intellectual property, computer files, project, etc.
7. Stealing and submission of another student's work as your own.
8. Aiding or abetting any of the above.

The Art Institute will impose the following sanctions when a student is found to have committed any of the above infractions:

1<sup>st</sup> offense = failure of class \*

2<sup>nd</sup> offense = suspension for two (2) quarters

3<sup>rd</sup> offense = expulsion

\* EXCEPTION: Any students found cheating/plagiarizing on their final senior portfolio will be expelled from the college and will not receive their degree.

A faculty member who believes a student has committed academic dishonesty will contact the Dean of Students and will also file an incident report with the Dean of Students. The Dean of Students will contact the student and will meet with the student and the faculty member prior to the next scheduled class session. If it is determined that the student did indeed commit academic dishonesty, the Dean of Students will inform the student of the penalty. Records of academic dishonesty will be held by the Dean of Students.

#### **AIPH Graphic Design Grading Policy Guidelines**

- A =**
- 1) Meets all course requirements and competencies.**
  - 2) Final project is of exceptional quality and craftsmanship.**
  - 3) Design solution is fully resolved, innovative, and creative and goes beyond the minimal requirements of the assignment.**
  - 4) Demonstrates consistent weekly progress on project.**
  - 5) Portfolio quality.**
- B =**
- 1) Meets all course requirements and competencies.**
  - 2) Final project is of above average quality and craftsmanship.**
  - 3) Design solution is fully resolved, creative and goes beyond the minimal requirements of the assignment.**
  - 4) Demonstrates consistent weekly progress on project.**
  - 5) Portfolio quality with only minor revisions.**



- C =**
- 1) Meets **all course requirements and competencies**.
  - 2) Final project is of **average quality and craftsmanship**.
  - 3) Design solution is **resolved and meets the minimal requirements** of the assignment.
  - 4) Demonstrates **consistent progress** on project.
  - 5) **Not portfolio quality** needs some revisions to be included.
- D =**
- 1) Does **not meet all course requirements and competencies**.
  - 2) Final project is **below average quality and craftsmanship**.
  - 3) Design solution is **not resolved, but meets the minimal requirements** of the assignment.
  - 4) Demonstrates **inconsistent progress** on project.
  - 5) **Not portfolio quality** needs **major** revisions to be included.
- F =**
- 1) Does **not meet all of course requirements and competencies**.
  - 2) Final project is **below average quality and craftsmanship**.
  - 3) Design solution is **unresolved and does not meet the minimal requirements** of the assignment.
  - 4) Does not demonstrate progress.
  - 5) **Not portfolio quality** needs **major** revisions to be included.